

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPAGNIES INC.
AD # 234-BL - REC # 38-91454 "Lucky Day" Size: 4/C (9 x 12") Reversable, 1980
Printed in U.S.A.
(P64)

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New Players Lights 25's

• 5 free
smokes?
It's your
lucky day. •

Kings & 100's
Also available in Menthol.

Kings: 10 mg "tar," 0.8 mg nicotine
100's: 21 mg "tar," 0.8 mg nicotine
as per government FTC method

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



Count 'em.

25

of the finest
for the price of 20.

M.R.P., suggested pricing based on full price brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/rvkn0003

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